

NEWS RELEASE



FOR IMMEDIATE RELEASE

June 24, 2014

Media Contact:
Aziza Jackson
Public Information Officer
City of Anniston
Office: (256) 231-7722
Cell: (256) 689-5479
ajackson@annistonai.gov

City of Anniston Launches “Hello, Anniston” Social Media Campaign

The City of Anniston has launched an official Facebook, Twitter, and Instagram page under the umbrella of “Hello, Anniston,” a social media campaign designed to connect Anniston residents with their city in real time.

The social media campaign comes as major changes have been underway on the City’s official website www.annistonai.gov. The City’s Public information Officer Aziza Jackson hopes that the city’s social media sites will help drive more traffic to the updated website, and vice versa.

“I’ve spent the last week scouring the Internet and there is a lot out there that people are saying about Anniston and its residents, but what are we saying about ourselves?” Jackson said.

That question, Jackson said, was the brainchild behind “Hello, Anniston.”

By grouping these social media outlets together under one umbrella, Jackson hopes that residents will use each of them to share their voices in solidarity.

“It’s about what happens from sunrise to sunset—literally,” Jackson said.

Residents, city council members, city officials, city employees, and business owners are encouraged to follow the City on its official Twitter page @annistonai and send friend

requests via Facebook to “The City of Anniston, Alabama” in order to keep up with Anniston city news, services, programs, free events, and emergency notifications.

The Instagram page is titled “Hello, Anniston.” Residents are encouraged to send their pictures from around town and in different parts of the city, along with their name, to Jackson’s email address ajackson@anniston.al.gov. Submitted pictures will then be posted to the city’s “Hello, Anniston” Instagram page, and possibly Facebook and Twitter upon approval.

“I will be monitoring all three accounts myself to ensure that we are abiding by Facebook, Twitter, and Instagram’s Terms of Conditions,” Jackson said.

“But it is all about balance. Our social media pages are only going to be as successful as the community wants them to be. It will be a work in progress, but the pages are up, the forum is open, and I am really looking forward to the great things the City of Anniston wants to say about itself.”

The City of Anniston

Nicknamed “The Model City” by founders Samuel Noble and General Daniel Tyler, the city of Anniston is the commercial and industrial center of Calhoun County. The city was incorporated in 1883 and is located in the Appalachian foothills of Alabama, providing an array of living options, business opportunities, and recreational activities such as biking on the Chief Ladiga Trail and visiting the Anniston Museum of Natural History. For more information about the City of Anniston, visit anniston.al.gov.